CROWN ZELLERBACH CORPORATION
CAMAS, WASHINGTON

Management REPORT

April 29, 1954 No. 68

TWO MEN WHOSE PROMOTIONS have recently been announced are W. S. (Seymour) Howard who is now assigned to Headquarters office as tabulating specialist, Industrial Accounting, and Kieth Olsen who takes Mr. Howard's place as Tabulating Supervisor at the Camas division. Both men have already taken over their new duties.

WITH TIME SHIFTS taking place in other parts of the country, some have been asking about changes here. It appears that conforming to standard time schedules of this area is the most convenient arrangement for everyone, so no change is contemplated.

33 TOP EXECUTIVES, Stanford Research institute's management tour, were guests of Central Research division yesterday and visited our Woodmill. Besides CZ operations, they are travelling to Tektronix, Inc., Portland, atomic energy works of General Electric, Richland, and Boeing Airplane Co., Seattle. Other visitors on Wednesday included 85 students from Buckman school, Portland and a chemistry class from Goldendale. On Friday 100 sixth and seventh graders will arrive from Sabin school, and 42 parochial students, Portland; on Saturday, a group of Campfire girls, Portland.

SAFETY NOTES: The Woodmill has again attained 100 accident-free days, the Bag Factory, 200 days, and Kraft mill crews, 500 days. In the Maintenance dept., the machine shop crew, under the direction of Frank Schumacher, passed its 1100th accident-free day.

The good memory of Dean Lindgren (Technical department) won for him the monthly award when he quoted the March safety slogan at last Thursday's general meeting.

Six lost-time accidents have happened so far this year, compared to seven during the same period in 1953. The most recent occurred last week when Ken Huddleston, No. 1 Finishing, crushed his finger, necessitating amputation at the first joint. No time was lost, but a permanent partial disability award classifies this as a disabling accident.

PAPER MACHINE PRODUCTION was excellent last week with a total output of 5,306 tons, a daily rate of 781 tons. Machines Nos. 2, 3, 7, 8, and 14 exceeded efficiency averages of 95.0%. No. 3 and 7 completed the week without lost time. WOODMILL: 77 truck loads of cottonwood and red fir logs were brought in during the week; also 110 cars of red fir chips and 11 rail cars of 8' cottonwood logs. SULFITE MILL: 2,239 tons. KRAFT BLEACH PLANT: 1,343 tons. KRAFT MILL: 3061.8 tons. CONVERTING PLANT: Two Lawtomatic wrappers have been installed, replacing the Hudson-Sharp single roll wrapper. Production, 24,258 cases; shipments, 25,692 cases. NAPKIN: Air jets installed on No. 4 Hayssen wrapper aid in the folding of the end seals, and reduce the amount of rewraps required. Production, 10,744 cases; shipments, 10,291 cases. LUNCH ROLL: Produced 3,532 cases; shipped, 3,961 cases. BAG FACTORY: Produced 24,778 bales; shipped 19,802 bales.

RECENT LOW TEMPERATURES in the mountains have lowered the river to 9.8 ft., compared to last year's 12.3 ft. Rainfall for the week, .17 in. Total to-date, 20.11 in. Lowest temperature, 33°, Friday; highest, 71°, Sunday.

You Are Invited to Obtain Extra Copies of this Report from Your Supervisor to Share with Your Family and Friends.

"Easy Livin'"
for MOTHER with
ZEE Paper Helps!
82 different uses for ZEE Towels all through the house.
Save washing, save hours at the ironing board, with ZEE Napkins.
94 different uses for ZEE double-Waxed Paper... give food extra protection, save lots of work.
ZEE Sandwich Bags... ZEE Lunch Bags... keep sandwiches "first-made" fresh.
Take the "gr-rr-rrr" out of garbage disposal with ZEE Garbage Bags.
ZEE Toilet Tissue... easy to carry, easy to store, 4-Roll Family-Pak. Match your bathroom color with pink, green, yellow or white.
ZEE napkins
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4 ROLLS FAMILY PAK
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ZEE lunch bags
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For Easy Livin'—keep your shelf stocked with this full line of ZEE Paper Helps!
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WE HAVE A NEW UNDERSTANDING of our Corporation sales and advertising program because of the meetings held by L. W. Moore and Clark Pettit of our Consumer Products division last week. To illustrate their work, we show this ad which will appear in 162 newspapers in western states next week. Similar coverage in papers on April 15 featured "Easy Livin' at Easter Time" resulting in an amazing increase in sales. In addition, during April such magazines as Sunset, Family Circle, Farm Journal, Every Woman's and many others will tell almost 10 million persons about CZ household products.

We at Camas have a vital stake in these sales and advertising programs. Sales trainees take part of their training here. Approximately 1000 of our people have attended the Moore-Pettit meetings. We are all affected by orders obtained through advertising and sal efforts. In other words, "Sales mean jobs." So the bigger our advertising campaigns, and the more enthusiastic our salesmen are, the more work there is for our mill. We, in turn, have to supply quality products at lowest possible prices or salesmen can't make sales or get reorders.

Quotes from Mr. Moore's talk - - "Maybe it would be smart to eliminate the term 'Sales Department' from our organizational blue print because the <u>whole organization</u> is the sales department. We are on top now, as far as consumer products on the Pacific Coast are concerned; we either improve our position or go down. In other words, we are now the one at whom all our competitors are shooting.

"Competition in the household paper products field will be hectic in 1954 and on into the foreseeable future. Each of our three strong competitors is girding himself for a greater effort towards securing a larger and larger share of the market. . . To have a fighting chance in this market means that quality-wise we must be at least equal to our competition in every product we manufacture. . . In the past 18 months, the Consumer Products division has increased its sales force about $4\frac{1}{2}$ times, and its advertising budget approximately 5 times.

"This is a simple but true philosophy - 'Selling is the business of everybody in business.' "

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